



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/26 thru 10/02.
 (prices in dollars per carton)

Fri. Sep 26, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		42.9% of 22,900 stores				31.7% of 22,900 stores				37.1% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	20	1.56	260	1.60			200	1.68			2,150	1.30
	White 18 pack	60	1.88	360	2.11	30	2.25	300	2.60	10	1.79	220	2.34
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			2,620	1.58	10	1.00	2,270	1.33	10	1.19	990	1.25
SPECIALTY	White 18 pack			1,230	2.44			470	2.23			610	2.39
	Brown 12 pack											160	0.88
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			510	4.02			300	4.53	20	5.38	2,890	4.06
	OMEGA-3												
	White 12 pack	210	2.93	3,200	2.51	340	2.61	1,610	2.55	280	2.66	1,280	2.68
	Brown 12 pack			240	3.09							20	2.00
	CAGE-FREE												
	White 12 pack			10	2.50			130	2.92	40	1.99	10	2.19
Brown 12 pack			240	3.26			1,740	3.81			550	3.27	
	VEGETARIAN FED												
	White 12 pack			20	2.49			100	2.48			280	2.72
	Brown 12 pack			80	2.75			100	2.70	160	2.99	300	3.01

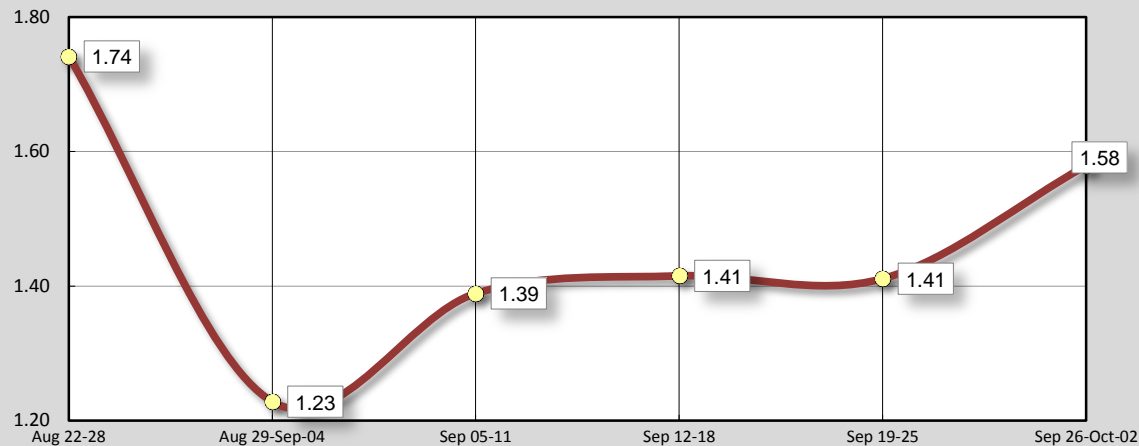
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,550	3,280	4,150	Large Eggs on Sep-02-2014
Specialty	4,510	4,320	5,830	
Total (includes MD)	9,610	7,900	10,320	491.7
Special Rate 4/:	2.0%	0.9%	9.1%	up 0.6%

5/: 1,000's of 30-doz cases

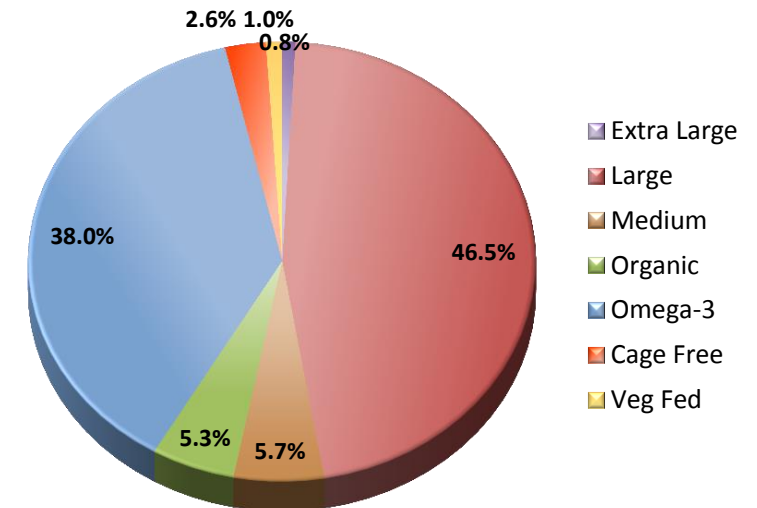
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs rise significantly from last week, led by an increase in outlets featuring Grade A 12 and 18 pack Large eggs. The weighted average price of Large White eggs, Grade A or better, to consumers is sharply higher. The occurrence of "no price" specials increase as grocer seek to stimulate buyer interests with incentives rather than price. Ads for Extra Large eggs are limited, however ads for Medium eggs continue showing up more in circulars. Promotional activity for specialty eggs is up slightly. The number of advertisements for Omega-3 and USDA Organic eggs increase, however other types decline. Promotions for liquid egg products are more visible than a week ago.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

So Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		49.7% of 4,700 sampled outlets Activity Index = 2,060 (includes Medium)						48.2% of 5,900 sampled outlets Activity Index = 2,860 (includes Medium)						38.3% of 4,200 sampled outlets Activity Index = 1,910 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																1.79 20 1.79			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.99 650 1.66						0.97 - 1.99 530 1.59						0.99 - 1.69 910 1.48			
	White 18 pack				2.00 - 2.29 180 2.27						2.00 - 2.69 940 2.49						1.75 - 2.29 60 2.00			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			0.99 - 1.00 270 0.99			White 12 pack			1.00 - 1.49 190 1.44			
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC					3.99 310 3.99									4.00 20 4.00					
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3		2.66 - 2.99 210 2.93			1.88 - 2.99 570 2.60			2.29 - 2.50 1,120 2.30			2.00 - 25.00 270 3.26								
	White 12 pack					2.50 60 2.50									3.29 180 3.29					
	Brown 12 pack																			
	CAGE-FREE											2.69 - 3.99 240 3.26								
	White 12 pack																			
Brown 12 pack																				
VEGETARIAN FED					2.49 20 2.49									3.49 20 3.49						
White 12 pack																				
	Brown 12 pack				2.50 60 2.50															
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		28.1% of 4,200 sampled outlets Activity Index = 1,030 (includes Medium)						46.0% of 2,800 sampled outlets Activity Index = 1,250 (includes Medium)						50.4% of 1,200 sampled outlets Activity Index = 500 (includes Medium)						
USDA GRADE AA	White 12 pack	1.88 60 1.88			0.99 - 1.29 110 1.02			1.56 20 1.56			2.00 60 2.00						2.00 - 2.50 90 2.05			
	White 18 pack				1.79 - 2.50 80 2.39			1.99 - 2.50 260 2.05			1.99 - 2.50 260 2.05									
	Brown 12 pack																			
	MEDIUM	White 12 pack			2.49 10 2.49			White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.69 330 1.60						1.69 130 1.69						1.25 - 1.69 70 1.63			
	White 18 pack				2.69 50 2.69															
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.49 40 1.49			White 12 pack			1.00 - 1.50 40 1.32			White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC											3.99 - 4.99 180 4.07								
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3		1.99 - 2.50 350 2.49						1.80 - 2.50 560 2.49			1.99 - 2.50 330 2.49								
	White 12 pack																			
	Brown 12 pack																			
	CAGE-FREE											2.50 10 2.50								
	White 12 pack																			
Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack																				
	Brown 12 pack																			



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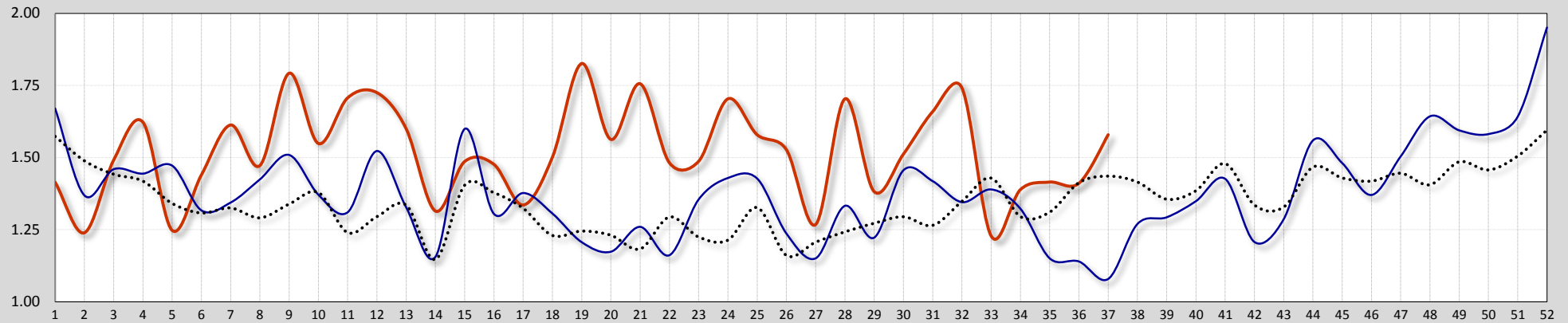
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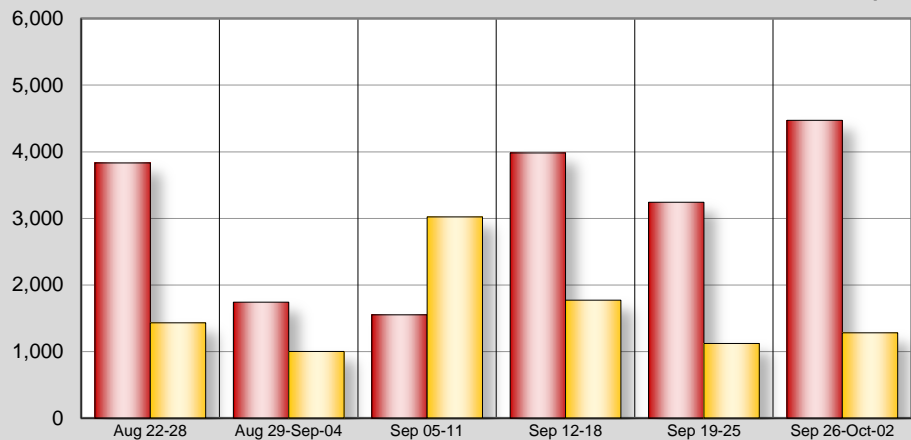
Fri. Sep 26, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.6%	4.9%	8.5%	21.8% of 4,700 sampled	0.7% of 5,900 sampled	0.7% of 4,200 sampled	0.6% of 4,200 sampled	1.1% of 2,800 sampled	10.8% of 1,200 sampled
2/ Activity Index	1,280	1,120	1,740	Activity Index = 1,020	Activity Index = 50	Activity Index = 40	Activity Index = 10	Activity Index = 30	Activity Index = 130
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	710 2.60	710 2.51	1,330 2.30	1.99 - 2.99 640 2.57	2.79 10 2.79	1.99 - 2.79 40 2.39	3.69 10 3.69	3.79 10 3.79	
32 oz. crtn	570 4.82	350 3.76	350 3.98	2.99 - 5.99 380 5.13	4.99 40 4.99			4.20 20 4.20	3.99 130 3.99
3 - 4 oz. cup		60 2.28	60 2.50						
2 - 8 oz. cup									

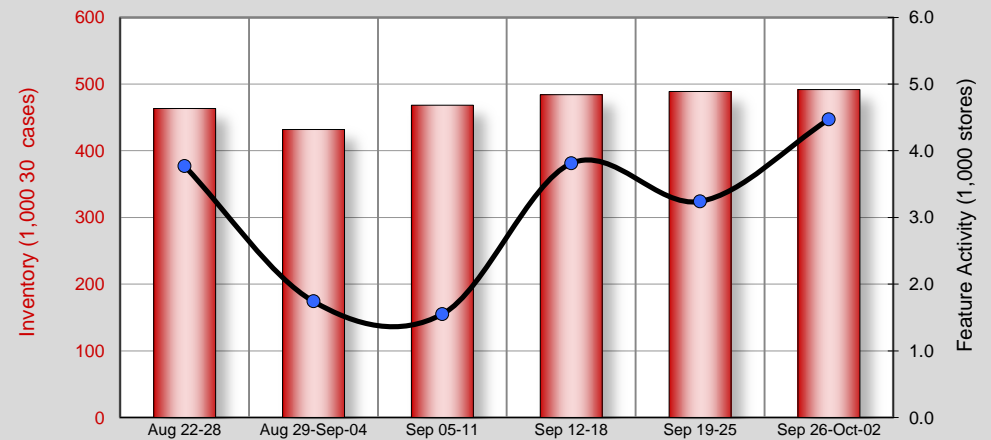
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>